

FICC co.,Ltd.  
COMPANY PROFILE  
2025





## Company Overview

Company Name	FICC Co., Ltd.
CEO	Park Eui Hoon
Founded	2019. 03. 08
Address	40 Jamwon-ro 3-gil, Seocho-gu, Seoul
Business Areas	Cosmetics development and distribution
URL	<a href="http://www.arocell.co.kr">www.arocell.co.kr</a>

## Business Areas

FICC Co., Ltd. operates the slow-aging brand AROCELL, combining advanced bio-ceutical ingredients with proven delivery technologies. The brand is founded on in-depth cosmetics research and development, paired with innovative marketing strategies.



2020.01: Launched the bio-beauty brand AROCELL  
2020.10: Began exporting to Singapore

## 2020

## 2019

2019.03: Established FICC Co., Ltd.  
2019.04: Launched the world's first transdermal botulinum nano patch  
2019.07: Participated in the Wanghong Competition at Lotte Department Store Main Branch

## 2021

2021.03: Established AROCELL, INC.  
2021.12: Certified as a Family-Friendly Company  
2021.12: Sponsored UN Year-End Event

## 2022

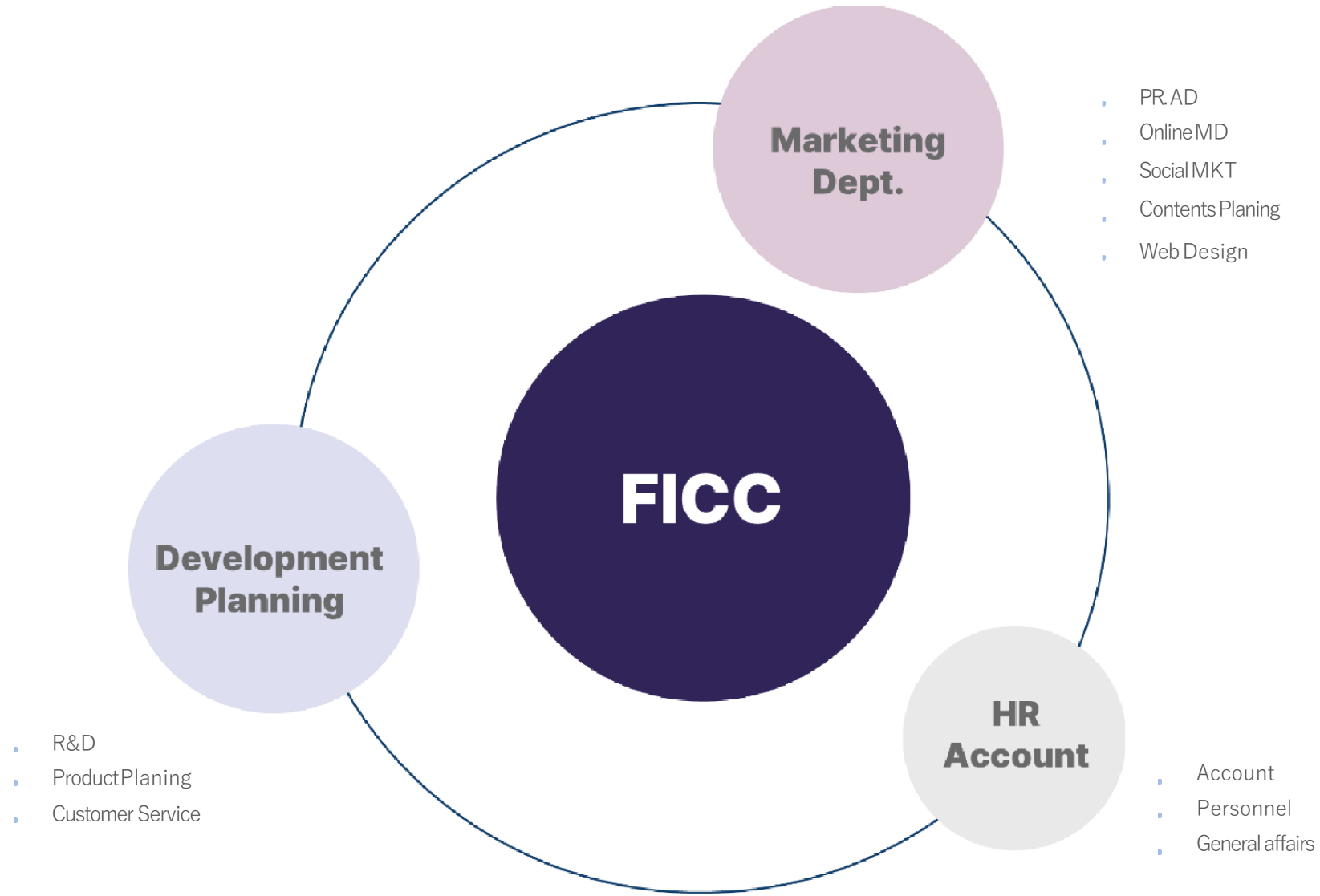
2022.01: Opened AROCELL online store (arocell.co.kr)  
2022.05: Sponsored the Korea-China Wanghong Exchange Association Competition  
2022.05: Listed on Tmall International and passed Douyin AROCELL Brand Approval  
2022.06: Sponsored UN Auction  
2022.08: Achieved sales of 1 million units of AROCELL Collagen Mask  
2022.12: Entered the European market

## 2023

2023.07: Entered major duty-free stores in Seoul  
2023.11: Recognized as a T-4 Excellent Technology Company by NICE D&B  
2023.12: Patent registration for anti-aging products using botulinum toxin and umbilical cord cell culture fluid  
2023.12: Obtained European CPNP certification for 16 products, including the Super Power Mask

## 2024

2024.01: Upgraded to Naver Brand Store  
2024.04: Signed global marketing MOU with TikTok for AROCELL  
2024.05: Achieved Premium Grade on Naver Brand Store  
2024.06: Listed on Olive Young Online  
2024.07: Sold 5 million units of AROCELL Super Collagen Mask  
2024.08: Opened AROCELL Brand Store on Amazon USA  
2024.10: Obtained US MOCRA certification for 22 products, including the Super Collagen Mask  
2024.12: Entered Olive Young Offline Stores



# Arocell

## REVERSE YOUR AGE

### Our core innovations include:

- **Umbilical Cord Cell Culture Fluid :**

**Benefits :** Promotes skin regeneration, improves elasticity, reduces wrinkles, and brightens skin tone.

**Mechanism:** Rich in growth factors and cytokines, it stimulates collagen synthesis and accelerates skin cell renewal.

- **Botulinum Toxin :**

**Benefits :** Non-invasive wrinkle care that smooths fine lines and firms skin without injections.

**Mechanism:** Delivers botulinum-derived peptides through the skin, temporarily relaxing facial muscles by blocking nerve signals.

- **Graphene Oxide :**

**Benefits :** Enhances ingredient absorption, provides antibacterial and anti-inflammatory effects, and protects against skin aging.

**Mechanism:** Its nano-structured surface boosts transdermal delivery and provides antioxidative defense while purifying the skin.





## Umbilical Cord Blood Cell Culture Fluid

### USC-1994®

The dream ingredient extracted from the youngest cells, 'umbilical cord blood'  
 Contains over 1,470 growth factors and cellular activators, including **GDF11, the protein of youth** published in the world's top academic journals: Nature, Cell, and Science



✓ Anti-aging powerhouse component  
 ✓ Rejuvenation protein "GDF11"

### Stem cells that have never experienced aging (0-year-old stem cells)

Adipose and Bone Marrow Stem Cell Exosomes	VS	Umbilical Cord Stem Cell Exosomes
<ul style="list-style-type: none"> <li>✓ Extracted from aging adults</li> <li>✓ Highly variable due to donor's age, diet, and condition</li> <li>✓ Easier to obtain but inconsistent</li> </ul>		<ul style="list-style-type: none"> <li>✓ Harvested from newborns (39–40 weeks)</li> <li>✓ The <b>youngest and healthiest</b> stem cells with <b>no variability</b></li> </ul> <p>✓ Exceptionally <b>rare</b> and obtainable only once in a lifetime</p>

### Ultra-small, uniform exosomes with 123 billion particles

Other Stem Cell Exosomes	VS	Exosomes USC1994®
<p>89.7 billion (particles/ml)</p> <p>Pore size ratio: 1/1020 particle size: 200nm</p>		<p>123 billion (particles/ml)</p> <p>(0.15mm ~ 0.2mm)</p> <p>Pore size ratio: 1/1700 particle size: USC1994® 50~150nm</p>

[References] Kim YJ, 2017, BBRC, Exosomes derived from human umbilical cord blood mesenchymal stem cells stimulate rejuvenation of human skin



## Botulinum Toxin

### BPMed\_BoLCA

The most innovative raw material technology,  
 The fusion of botulinum toxin and advanced delivery technology

Using the MTD technology, a macromolecule intracellular transport domain, botulinum ingredients are effectively delivered to nerve cells.

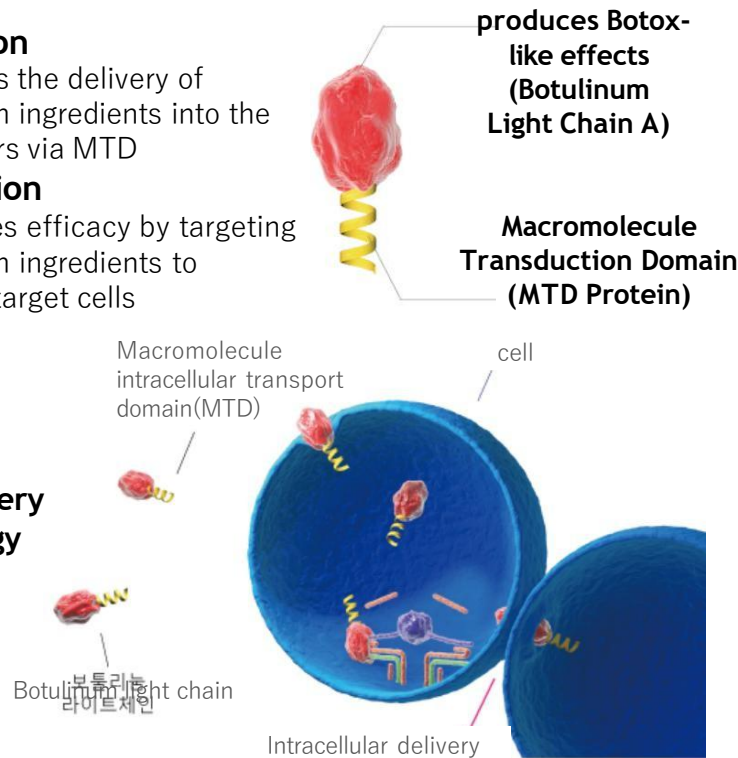
#### 1<sup>st</sup> Action

Enhances the delivery of botulinum ingredients into the skin layers via MTD

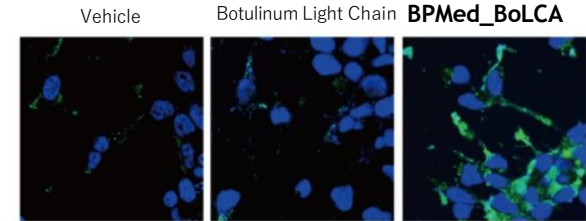
#### 2<sup>nd</sup> Action

Maximizes efficacy by targeting botulinum ingredients to specific target cells

#### MTD Delivery Technology

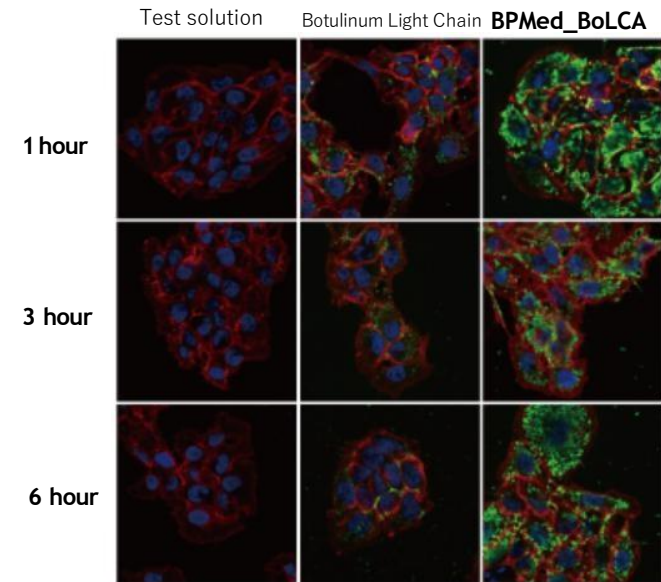


#### Skin Cell Permeability Test Results



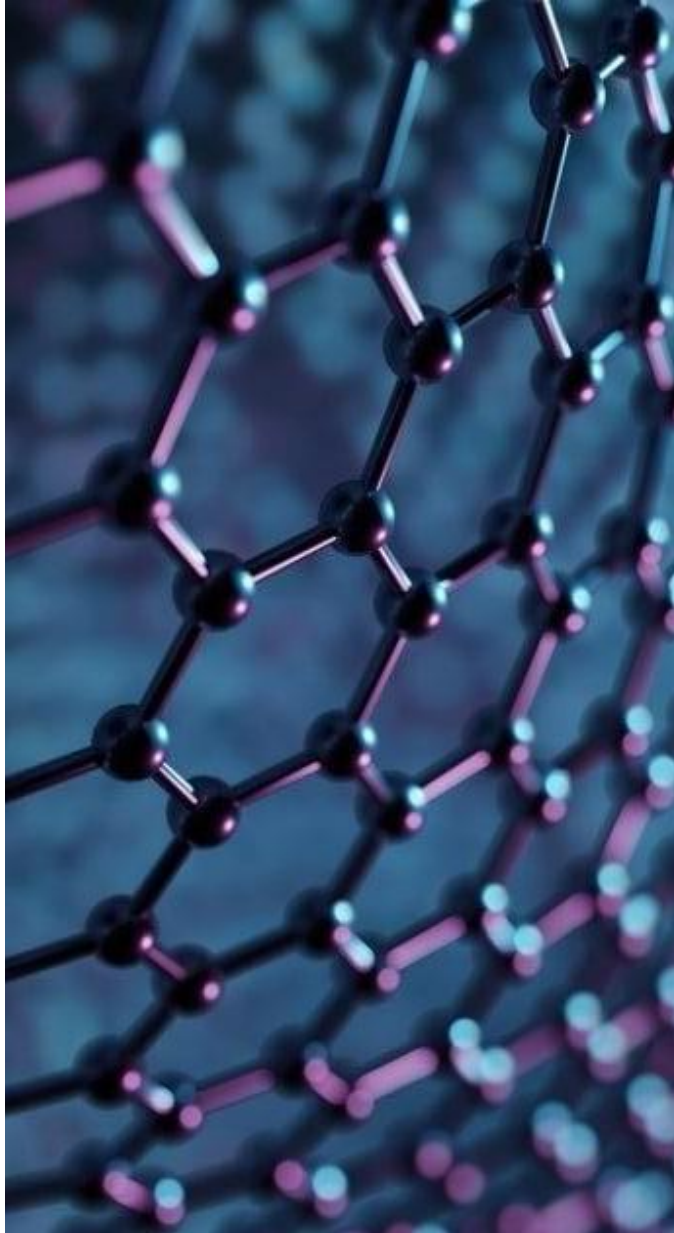
\* Methionyl r-Clostridium Botulinum Polypeptide-1 Hexapeptide-40 permeability test in cells

#### Nerve Cell Permeability Test Results



\* Methionyl r-Clostridium Botulinum Polypeptide-1 Hexapeptide-40 permeability test in keratinocyte cells

✓ Results demonstrate that botulinum ingredients penetrate the most critical destinations: skin and nerve cells



## GrapheneOxide

The dream material in nanotechnology, awarded a Nobel Prize in Physics, is known for its exceptional electronic mobility and high thermal conductivity. Graphene oxide features excellent dispersibility and ultra-small particles, amplifying the penetration of active ingredients and **boosting the absorption of key functional components.**

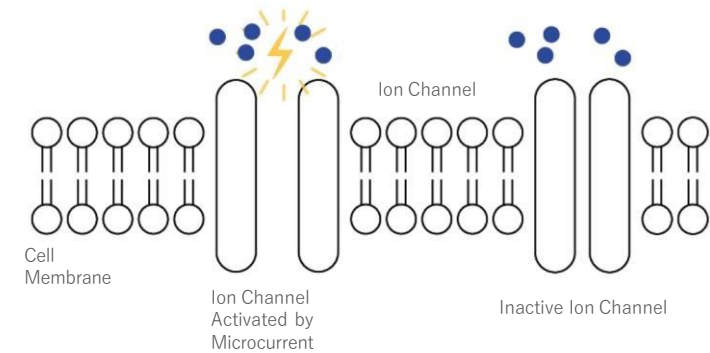
### Maximizing Absorption Without Devices



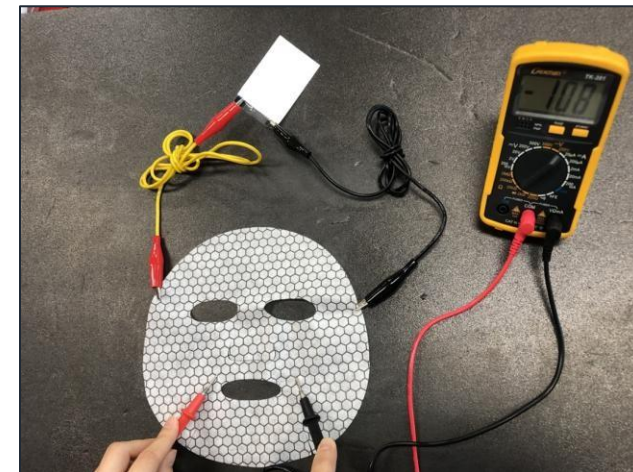
The human body naturally generates 40–60 $\mu$ A (microamperes) of bioelectric current, essential for maintaining smooth bodily functions and healthy skin.

\* Increases basal energy metabolism, Promotes metabolism

- 출처 : The effect of electric current on ATP generation protein synthesis and membrane transport in skin. Clin Orthop. 1982;171:264-72



### Conductivity Test Results



When a sheet soaked with essence containing graphene oxide was measured with a current tester, a current of 1.08 $\mu$ A was detected, confirming conductivity.

# Arocell

High-performance skincare, developed with the finest ingredients and technologies born from innovations in bioscience to revitalize and rejuvenate skin cells for youthful and healthy skin.



## Super Collagen Mask\_

### Premium Anti-aging Hydrogel Mask

43g X 4 sheets

Dual functionality: Whitening & Anti-Wrinkle

#### Core Ingredients

- Atello Collagen, 300Da Low Molecular Collagen, Collagen Extract
- Umbilical Cord Cell Culture Fluid Exosomes
- Low-Intensity Retinol
- Low/Mid/High Molecular Hyaluronic Acid, 5 Types of Peptides

#### Clinically Proven Completed

#### Key Benefits

- Delivers firming and deep hydration with 5,000ppm triple collagen complex
- Features USC-1994® exosome with GDF11 for visible anti-aging effects
- Dual matrix hydrogel technology ensures high adhesion and absorption
- Clinically proven to improve 5 key skin concerns including wrinkles and elasticity

#### Collagen That Melts and Absorbs at Skin Temperature



Immediately After Application

After 1 Hour

After 3 Hours



## Super Collagen Wrapping Mask\_

Overnight Collagen Lifting & Brightening Peel-off Mask

70g

### Core Ingredients

Five Special Types of Collagen

- T21 Collagen: Bio-collagen derived through innovative bio-design processes
- T1, T3 Collagen: Low molecular fish collagen sourced from France
- Nano Silk Collagen: Ultra-small collagen, 1/100 the size of a pore
- Flower Collagen: Plant-based collagen extracted from hibiscus

### Clinically Proven Completed

### Key Benefits

- Creates a breathable collagen wrap film overnight for deep lifting & firming
- Melts into skin, delivering active ingredients with long-lasting glow
- Improves tone, elasticity, moisture and skin texture in just one use
- Ideal for pre-event care or overnight intensive home esthetics



### How It Works : Cream-to-Film Transforming Technology

Applies as a cream, forms transparent collagen film in 20-30 min, peel off next morning or rinse with water



## Super Collagen Melting Cleansing Balm\_

Radiant Cleansing Balm for Makeup Removal & Deep Elastic Glow

100g

Dual functionality: Whitening & Anti-Wrinkle

### Core Ingredients

- **Moisturizers:** Premium extra virgin olive oil, coconut-derived oil
- **Purifiers:** Moringa extract, lotus extract
- **Antioxidants:** Red wine extract
- **Firming Agents:** Collagen extract, Edelweiss stem cell, Acetyl Hexapeptide-8

### Clinically Proven Completed

#### Key Benefits

- Removes heavy makeup and clears blackheads while deeply moisturizing
- Collagen-rich formula restores skin elasticity and glow
- Soft sherbet balm melts into skin and rinses clean without residue

#### What Makes It Special

- 2-in-1: Deep Cleanse + Collagen Boost
- 44.7% blackhead reduction, 99.8% impurity removal clinically tested
- Bio-collagen & peptides for post-cleanser elasticity
- No spatula needed – hygienic twist-up grinder container, zero-waste use



## Botulcare Mask EX\_

Full-Face Lifting & Pore Refining Hydrogel Mask

42g X 4 sheets

Dual functionality: Whitening & Anti-Wrinkle

### Core Ingredients

- **Firming Agents:** 300Da Low Molecular Collagen, 7 Types of Peptides, Botulinum-Derived Peptides
- **Skin Repair Boosters:** Lactobacillus Ferment Lysate
- **Brightening Antioxidants:** Glutathione
- **Hydrators:** Low/Mid/High Molecular Hyaluronic Acid

### Clinically Proven Completed

#### Key Benefits

- Reduces **9 types of pore issues** including vertical & angled aging pores
- Improves **forehead, jawline, smile lines & eye contour**
- Brightens skin tone & improves hydration in one use

See the Penetration of Active Ingredients With Your Own Eyes.



Immediately After Application

After 1 Hour

After 3 Hours



## Botulcare Neck Mask\_

Peptide-Infused Lifting Neck Mask for Neck Wrinkles & Firmness

13g X 5 sheets

Dual functionality: Whitening & Anti-Wrinkle

### Core Ingredients

- **Firming Agents:** Botulinum-Derived Peptides, Collagen Extract
- **Skin Regenerators:** PDRN
- **Hydrators:** Low/Mid/High Molecular Hyaluronic Acid

### Clinically Proven Completed

### What Makes It Special

- Targets neck-specific wrinkles and sagging often missed in skincare
- Botulinum peptides + PDRN for firming and skin regeneration
- Hydrogel texture hugs neck curves with a refreshing, no-slip fit
- Clinically proven lifting and brightening in just one use



## Botulcare Graphene Mask\_

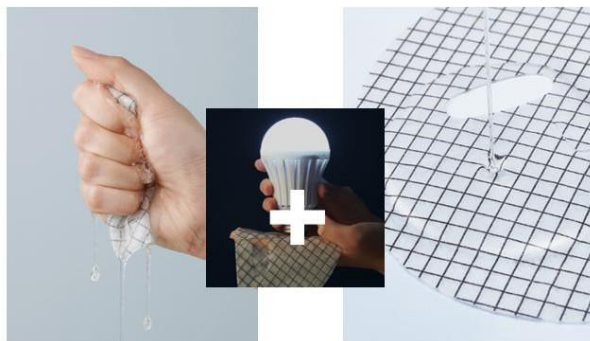
Graphene-Infused Sheet Mask for Lifting, Purifying & Skin Balance

25ml X 5 sheets

Dual functionality: Whitening & Anti-Wrinkle

**Pore elasticity-focused ingredients used in professional skincare facilities and the innovative material Graphene Oxide  
Natural Retinol for enhanced skin conditioning**

### Visible Microcurrent Energy

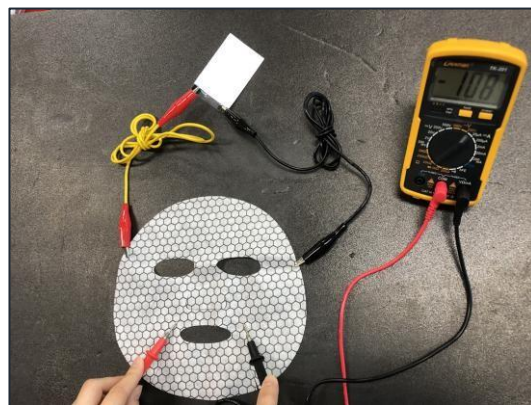


Graphene Essence

Graphene Sheet

Graphene oxide, known for its excellent conductivity, is printed onto the sheet. The microcurrents naturally flowing through the body follow these printed paths, maximizing the absorption of the essence.

- Materials Used: Portable battery, wires, current meter, graphene sheet
- Test Method: A portable battery is connected to the graphene sheet to generate a current. The current is then measured using a current meter to confirm conductivity.



**Conductivity Test - Measured current:**  
1.08  $\mu$ A



## HERO PRODUCTS

### COLLAGEN LINE - **Absorption + Production = Complete Collagen**

The Collagen Line maintains optimal collagen levels, achieving perfect balance between collagen absorption and production.



**Super Collagen Mask**  
43g Dual Functionality: Whitening & Anti-Wrinkle

A gel mask enriched with Triple Collagen and Umbilical Cord Cell Culture Fluid, aiding both collagen absorption and production  
\* Clinically tested for skin aging index improvement and collagen production



**Super Shot Coltra Ampoule 3X**  
30ml Dual Functionality: Whitening & Anti-Wrinkle

Contains collagen-coated micro-needles, addressing aging pores and improving skin barriers  
\* Clinically tested for skin aging index improvement, pore refinement, and absorption efficiency



**Super Collagen Booster Serum**  
70ml Dual Functionality: Whitening & Anti-Wrinkle

A bubble serum infused with collagen, ginseng exosomes, and peptides, providing instant radiance and hydration  
\* Clinically tested for lifting effects in 7 areas and intracellular collagen generation



**Super Collagen Booster Cream**  
50g Dual Functionality: Whitening & Anti-Wrinkle

A gel cream combining 7-layer collagen and PLA (a key ingredient in dermatological treatments) to firm and fill the skin with active components  
\* Clinically tested for anti-gravity effects (lifting/firmness) and collagen production



**Super Collagen Wrapping Mask**  
70ml

Overnight wrapping mask containing bio-identical collagen and silk collagen, delivering immediate radiance and elasticity  
\* Clinically tested for lasting improvements in elasticity, tone, texture, and radiance



**Super Collagen Melting Cleansing Balm**  
100ml Dual Functionality: Whitening & Anti-Wrinkle

A cleansing balm that provides deep cleansing while leaving skin moisturized, designed for use without tools by grinding just the needed amount  
\* Clinically tested for blackhead reduction, pore impurity cleansing, and hydration improvement

## BOTULCARE LINE - A lifting-specialized line combining innovative ingredients and advanced delivery technology, targeting pores and various aging signs



**Botulcare Mask EX**  
42g Dual Functionality: Whitening & Anti-Wrinkle

A gel mask enriched with botulinum-derived peptides and collagen, designed to tighten sagging pores  
\* Clinically tested for full-face lifting effects on 9 pore types



**Botulcare Graphene Mask**  
25ml Dual Functionality: Whitening & Anti-Wrinkle

A sheet mask infused with botulinum-derived peptides and microcurrent fabrics, delivering active ingredients deep into the skin  
\* Primary skin irritation test completed



**Botulcare Neck Mask**  
13g Dual Functionality: Whitening & Anti-Wrinkle

A neck-specific mask with botulinum-derived peptides and a customized fit to improve neck wrinkles  
\* Primary skin irritation test completed



**Botulcare Synergy Serum**  
70ml Dual Functionality: Whitening & Anti-Wrinkle

A bubble serum containing botulinum-derived peptides and biotic exosomes, offering fast absorption and enhanced elasticity  
\* Primary skin irritation test completed



**Botulcare Ampoule**  
50ml Dual Functionality: Whitening & Anti-Wrinkle

An ampoule enriched with botulinum-derived peptides and plant stem cells, delivering a lightweight yet tension-enhancing effect  
\* Clinically tested for pore-tightening and lifting improvement



**Botulcare EX Kit**  
1.5ml X 14ea Dual Functionality: Whitening & Anti-Wrinkle

A 14-day intensive treatment kit containing botulinum-derived peptides and plant stem cells, designed to firm and lift the skin  
\* Clinically tested for pore-tightening and lifting improvement

## AROCELL Key Product Lines

Product Lines	Collagen	Botulcare	Hyal Derma	Super Power	Phyto-Bio	Brightening	Sun Care
<b>Features</b>	Optimal collagen absorption and production for slow-aging care	The fusion of botulinum toxin and advanced delivery technology	Hydration and soothing line designed for sensitive skin	High-end care line focused on reversing aging signs	Bio-science sourced from the best of nature	High-concentration active ingredients for proven and effective results	Sun protection combined with advanced skincare benefits
<b>Images</b>							
<b>Ampoules/ Serums</b>	<ul style="list-style-type: none"> <li>· Collagen Booster Serum</li> <li>· Super-shot Coltra Ampoule (2 types)</li> </ul>	<ul style="list-style-type: none"> <li>· Botulcare Synergy Serum</li> <li>· Botulcare Ampoule</li> </ul>	<ul style="list-style-type: none"> <li>· Hyal B5 Soothing Pad</li> </ul>	<ul style="list-style-type: none"> <li>· Super Power Ampoule</li> <li>· Time Reverse Kit</li> </ul>	<ul style="list-style-type: none"> <li>· Total Solution Ampoule Pad</li> </ul>	<ul style="list-style-type: none"> <li>· Milky Drop Ampoule</li> </ul>	<ul style="list-style-type: none"> <li>· Tone-Up Perfect Sun</li> <li>· Mela Defense Sun</li> </ul>
<b>Creams</b>	<ul style="list-style-type: none"> <li>· Super Collagen Booster Cream</li> <li>· Wrinkle Solution Eye Cream</li> </ul>	<ul style="list-style-type: none"> <li>· Wrinkle Solution Eye Cream</li> </ul>	<ul style="list-style-type: none"> <li>· Hyal B5 Soothing Cream</li> </ul>	<ul style="list-style-type: none"> <li>· Super Power Cream</li> </ul>	<ul style="list-style-type: none"> <li>· Moisturizing Cream</li> </ul>		
<b>Masks</b>	<ul style="list-style-type: none"> <li>· Super Collagen Mask</li> </ul>	<ul style="list-style-type: none"> <li>· Botulcare Synergy Serum</li> <li>· Botulcare Ampoule</li> </ul>	<ul style="list-style-type: none"> <li>· Botulcare Mask EX</li> <li>· Botulcare Graphene Mask</li> <li>· Botogi V Mask</li> </ul>		<ul style="list-style-type: none"> <li>· Cica Repair Panthenol Mask</li> </ul>	<ul style="list-style-type: none"> <li>· Milky Drop Mask (To be released)</li> </ul>	

## 04

Rapid growth in both domestic and global markets through effective marketing and sales strategies leveraging digital sales channels and media

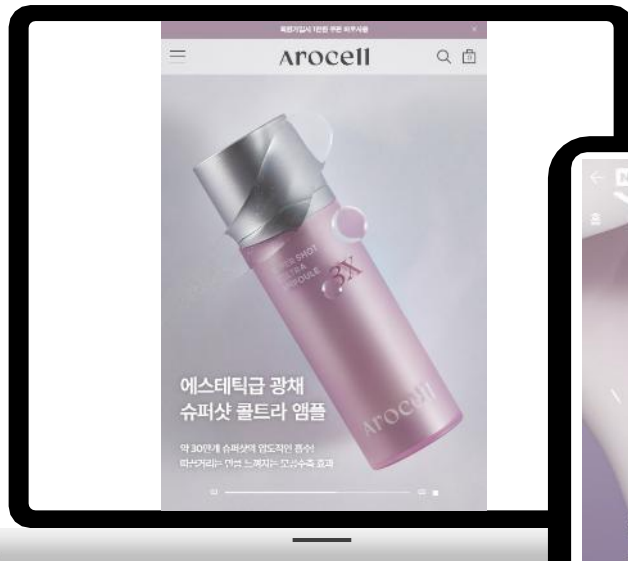


Building a unique and loyal customer base while continuously expanding it through diverse marketing communication activities to broaden the customer demographic

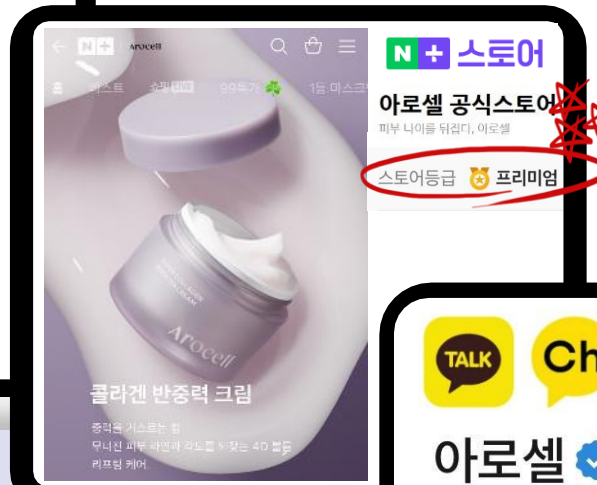
Online Direct Mall Operations

Over 170,000 members since its launch in 2022 (as of December 2024)

Active and Consistent Advertising  
Exposure Through SNS



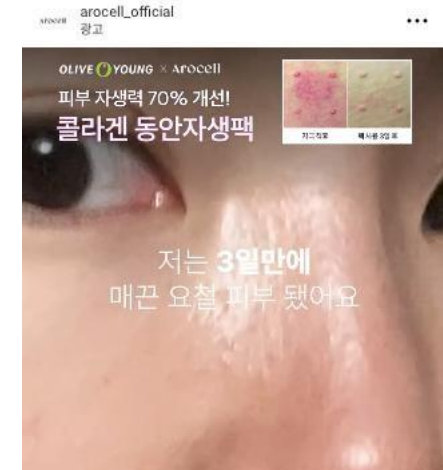
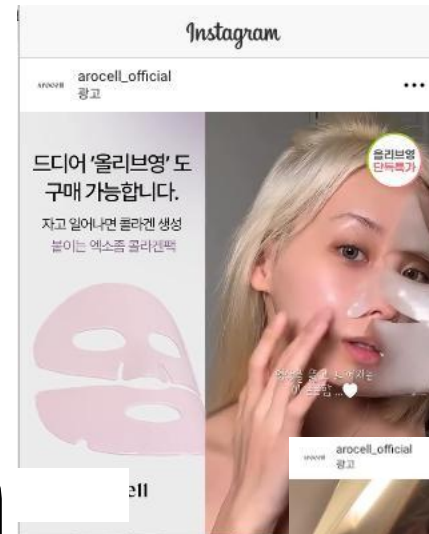
Achieved Premium Grade on Naver Brand Store



TALK Ch

**아로셀** ✓

친구 92,112  
Surpassed 90K  
followers on  
KakaoTalk Plus  
Friends



A premium slow-aging brand recognized for its exceptional product quality by leading domestic media and sales channels

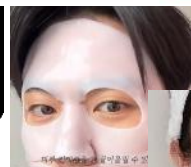


2025 Best Emblem Award for Anti-Aging Masks



★★★★★  
수부지 타입인데 건조했던 부분이랑 눈, 팔자 주름 부분이 다 개선돼서 너무 놀랐어요  
- 이끼바위보 2024.09.20 작성  
My skin is both oily and dry, but this mask pack surprised me! Not only did it improve the dry areas, but also the skin around my eyes and nasolabial folds. All look much better!

★★★★★  
중요한 날이 있긴 전 날 붙이고 자면 다음날 화장이 정말 잘먹어요.  
- 어우놀래라 2024.10.05 작성  
I use the mask every night before a big day, and my makeup goes on well the next morning.



Over 2 million cumulative views



Positive reviews highlighting anti-aging and soothing effects have driven widespread organic exposure due to high product satisfaction



데이지 (50.2만)

“이 제품은 광이 그냥 미쳤습니다! 쏘광에 콜링도 돼서 피부 톤이 한결 화해지 느낌이예요”

The glow is just insane! This mask pack gives a dewy glow and a cooling effect, making my skin tone noticeably brighter.



제이나 (26.1만)

“피부 온도에 맞춰 잘 스며들어 떼고 났을 때 영양크림 듬뿍 바른 것 같은 그런 느낌이 나요”

It absorbs well into the skin, adapting to my skin temperature, and after removing it, I feel like I applied a generous amount of nourishing cream.



민가둔 (23.9만)

“얼굴에 열이 너무 올라서 예민했는데, 붙이고 자니까 피부가.. 탕후루처럼 코팅된 것 같고 진정되어요”

My face used to feel overheated and sensitive, but after applying it at night, my skin looks soothed and coated, almost like a Tanghulu



Olive Young Average Rating: 4.8 with over 1,400 reviews



- 피부타입** 복합성에 좋아요 ..... 51%  
Skin Type: Great for combination skin
- 피부고민** 보습에 좋아요 ..... 54%  
Skin Improvement: Excellent for hydration
- 자극도** 자극없이 순해요 ..... 78%  
Irritation: Gentle and non-irritating

**불당** ★★★★★ 2024.06.10  
TOP3 [음선] 콜라겐 4매  
피부타입 건성에 좋아요 | 피부고민 주름/미백에 좋아요 | 자극도 자극없이 순해요

콜라겐 팩은 많지만 이런 팩은 처음 봤어요 콜라겐을 흡수하는게 아닌 피부 스스로 콜라겐을 생성 시킨다는게 정말 특별하더라구요 ~  
There are many collagen packs out there, but I've never seen one like this. It's really special because it is not just absorbing collagen but it helps the skin generate its own collagen.

**제리공주** ★★★★★ 2024.07.02  
TOP90 [음선] 콜라겐 4매  
피부타입 건성에 좋아요 | 피부고민 보습에 좋아요 | 자극도 자극없이 순해요

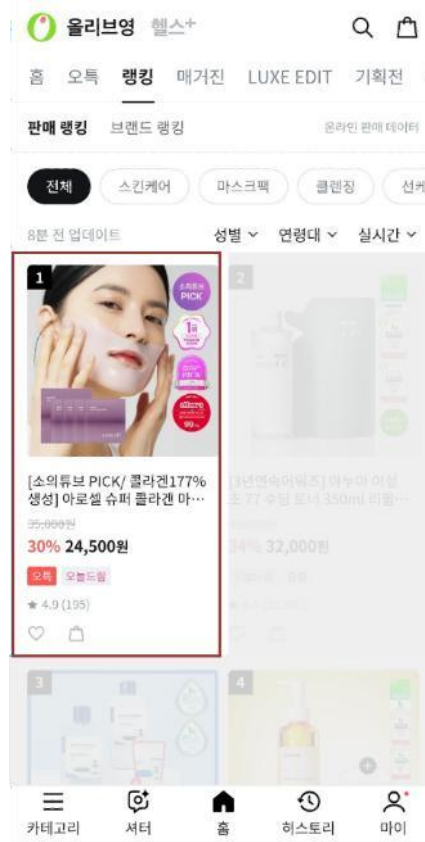
콜라겐팩 처음 써보는데 생각보다 훨씬 더 좋아서 피부가 정말 좋아지는 느낌이 들어서 좋네요  
It's my first time using a collagen pack, and it's much better than I expected. It feels like my skin is truly improving, which makes me really happy.



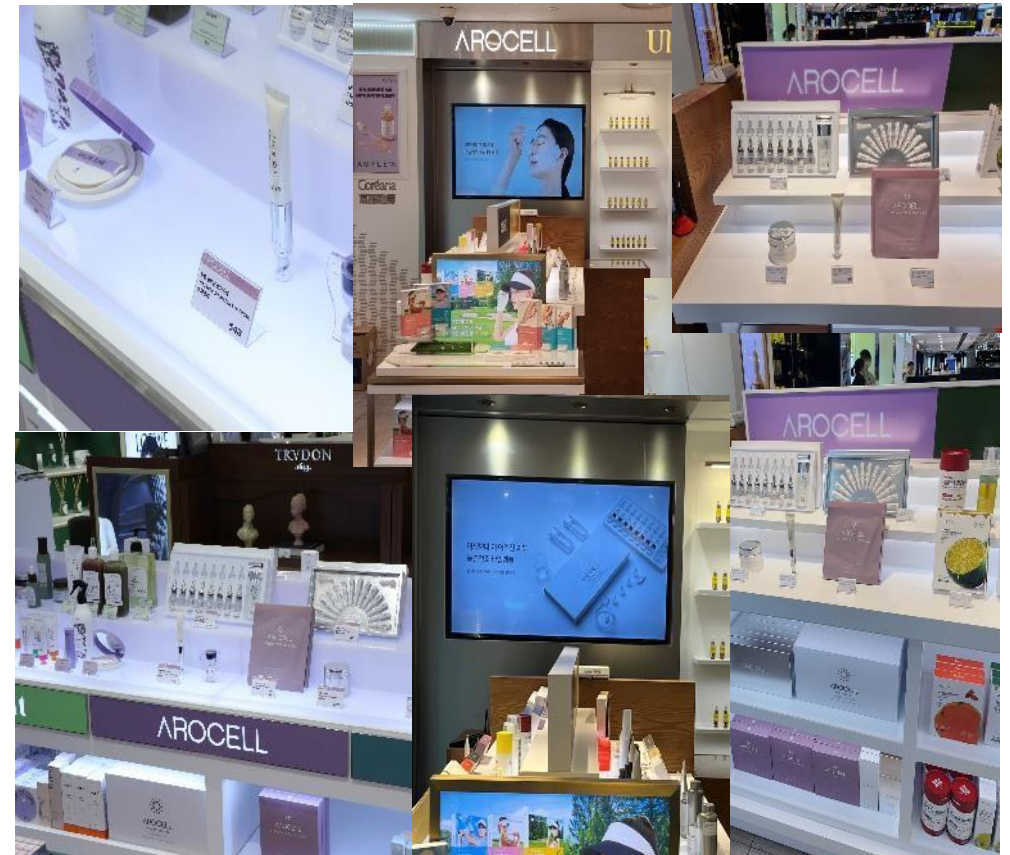
Olive Young N Seongsu: Entered in November 2024  
600 Offline Stores Nationwide: Expansion completed  
by January 2025



Achieved #1 Sales Ranking in the  
Mask Pack Category within 20  
days of entering Olive Young



Secured presence in the Big 4 Duty-Free Stores in Korea:  
Shinsegae, Hyundai, Shilla, and Lotte



## AROCELL, a leading name in K-Beauty, is sold in over 20 countries worldwide

Rapid growth in global marketing and sales since 2024, achieving milestones such as becoming an Amazon Bestseller, surpassing 1.9 million views, and expanding exports to over 20 countries



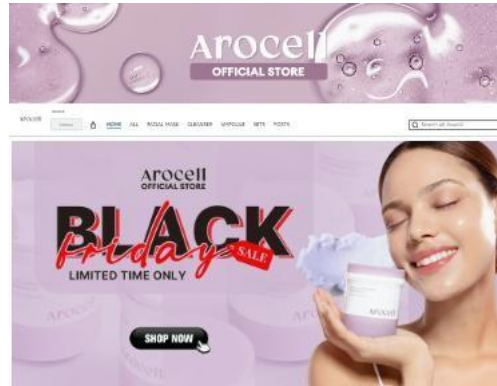
**Current AROCELL Importing Countries**

- United States
- Canada
- Germany
- Australia
- Italy
- Spain
- Russia
- Singapore
- Australia
- China
- Japan
- Vietnam
- Mongolia
- Malaysia
- CIS Countries
- Ukraine
- Kazakhstan
- Pakistan
- HongKong
- Costa Rica

## Expansion into the Americas Market

Entered Amazon and launched TikTok Store  
Actively promoting D2C sales and marketing in the U.S.

Became a Bestseller during Amazon Big Deal Day 2024



Opened TikTok Store

Achieved 1.9 million views on popular TikTok content



## Expansion into the European Market

Secured a distribution agreement with a specialized spa network of 8,000 locations  
Participated in German Beauty Shows in 2023 and 2024  
Showcased at Paris Fashion Week in 2022

